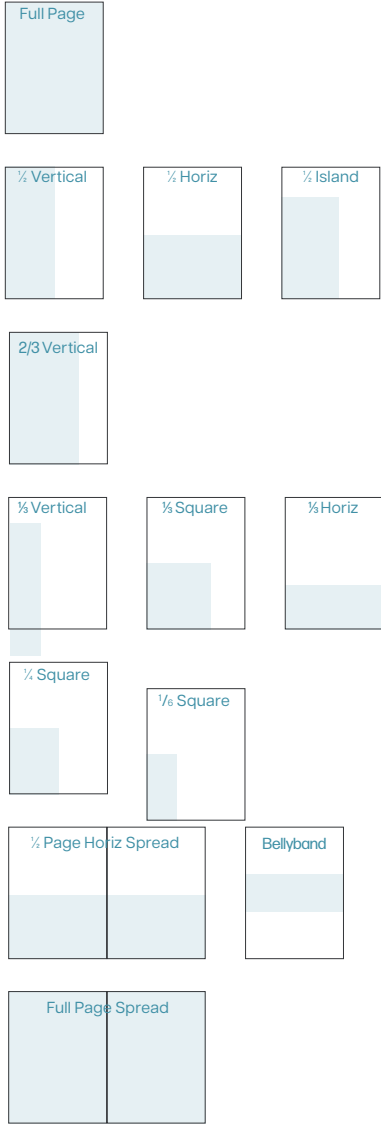


WTWH MEDIA PRINT AD SPECIFICATIONS			
AD SIZE	AD SHAPE	TRIM	BLEED
Full Page	Full Page	8" x 9.9 (8.25" x 10.15")	9.3" x 11.2" (9.55" x 11.45")
1/2 Page	1/2 Vertical	3.875" x 9.9"	4.5" x 11.2"
	1/2 Horizontal	8" x 4.8"	9.3" x 5.4"
	1/2 Island	5.25" x 8"	5.9" x 8.7"
2/3 Page	2/3 Vertical	5.25" x 9.9"	5.9" x 11.2"
1/3 Page	1/3 Vertical	2.25" x 9.9"	3.2" x 11.2"
	1/3 Square	5.25" x 5"	5.9" x 5.6"
	1/3 Horizontal	8" x 3.2"	9.3" x 3.8"
1/4 Page	1/4 Square	3.9" x 5"	4.6" x 5.25"
1/6 Page	1/6 Media Showcase	2.4" x 4.25"	N/A
ADS PLUS			
Full Page	Full Page Spread	17" x 9.9"	18.6" x 11.2"
1/2 Page	1/2 Horizontal Spread	17" x 4.8"	18.6" x 5.4"
Bellyband	Bellyband	19.5" x 5"	19.75" x 5.5"



Please submit ads via the WTWH Ad Portal at [ads.wtwhmedia.com](http://ads.wtwhmedia.com).

**LIVE (SAFETY) AND BLEED**

Keep all live items (not intended to trim) 1/4" inside trim edges. If an ad is designed to bleed to the edge, an 1/8" bleed is required outside of trim. Please make sure to output the pdf accordingly to include the bleed, as this is generally not the default setting.

**MEDIA**

**File format:** Ads must be PDF/X-1a files. Please save PDF as: PDF/X-1a:2001 with the compatibility set to Acrobat 4 (PDF 1.3).

**Fonts:** Embed all fonts

**Color space:** CMYK – Images and colors saved as CMYK, no RGB files and no spot colors or pantones within PDFs.

**Resolution:** 300 dpi

Artwork submitted is assumed that color, images, and copy are proofed and correct from client. Any necessary artwork or copy preparation may be billed to advertiser.

**PROOF**

Client also has the option to submit a SWOP 3 certified proof via mail, as well. By choosing not to supply a SWOP 3 certified proof, the color reproduction of the ad will be based on industry standard best practices to achieve as accurate color as possible from the supplied digital file. If sending a SWOP certified proof, please contact your Customer Service Representative for details.

**Printing Process: Offset, computer-to-plate (CTP)**

**Binding Method: Perfect bound**